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VMWORLD BEGINS WITH YOU

Quickstart Guide to VMworld

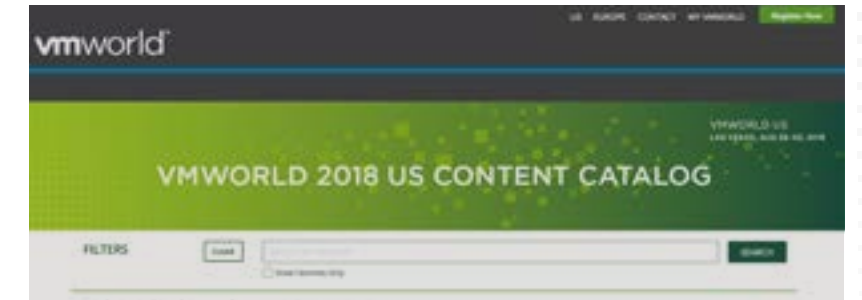
Possible Begins with You



Technical evolution today occurs at break-neck speeds. Innovations in cloud, mobility, IoT and artificial intelligence are creating inspiring opportunities and disrupting markets everywhere. IT leaders that will excel in this rapidly approaching digital future must have the ability to create holistic transformation strategies that unlock value from technology innovation and inspire a culture of possibility. VMworld 2018 was designed with those leaders in mind.

This guidebook previews some of the rich content available for IT leaders at VMworld, curated from hundreds of sessions on the agenda, with topics that will help them meet the challenges of the digital era.

Building your schedule is as easy as 1-2-3:



1

Use the menu on the left to explore topics of interest

2

Click the session numbers to view these sessions in the Content Catalog on vmworld.com

3

Click the Star to favorite the session, or register for the session when Schedule Builder is available in late July (requires a VMworld.com login)

Leadership Development

The success of digital transformation depends greatly on an IT leader who can effectively communicate a vision and strategy, develop a culture of collaboration, and stay laser-focused on the needs and the future of their business. Join industry experts and VMware's own IT leaders as they share their own learnings and best practices for facing the challenges of leading IT in this digital era.



Session Highlights

Session LDT1252PU

A Fly on the Wall: VMware IT Staff Meeting

Speakers:

Bask Iyer (Executive Vice President and CIO Dell Technologies and VMware), Jason Hsieh (CTO, IT Services, VMware), Velchamy Sankarlingam (VP, Cloud Services Development & Operations, VMware), Jason Conyard (VP, End User Computing, VMware), Anita Vijaykrishnan (VP of IT, VMware)

Join Executive Vice President and CIO Dell Technologies and VMware, Bask Iyer, and his leadership team as they take a look back at VMware's IT highs and lows of 2017. Step inside a VMware IT staff meeting as the group discusses their best practices, learnings, and innovation milestones.

Topics include: VMware's embrace of DevOps and its private cloud journey, end user services, mobile apps, and IT's relationship with R&D (including the successful VMware on VMware program).

The group will discuss [VMware's 2017 IT performance annual report](#), which holds IT accountable to the business and ensures transparency across the company. Challenges, lessons learned, and how the report itself was created will also be covered.

[+](#) MORE INFO

Session LDT1940BU

Digital Transformation in Action: From Buzzword to Reality

Speakers:

Bask Iyer (CIO, VMware), Cameron Haight (VP and CTO, Americas, VMware)

[+](#) MORE INFO

Session LDT3135BU

Digital Transformation Report: Benchmarks and Goal Setting Guidance

Speaker:

Matthew Stepanski (VP, Worldwide Professional Services, VMware)

[+](#) MORE INFO

Session LDT3675BU

Status of CIO Recruitment and Leadership Traits most Desired by CEOs

Speakers:

Tarun Inuganti (Leader - Global Technology Officer Practice, Spencer Stuart), Bask Iyer (Executive Vice President and CIO Dell Technologies and VMware)

[+](#) MORE INFO

Session LDT1497BU

5 Things Your Boss's Boss Secretly Wishes You Would Tell Them

Speaker:

Brian Martinez (Director, Advisor Transformation Services, VMware), Vincent Proia (Consulting Architect, VMware)

[+](#) MORE INFO

DIGITAL TRANSFORMATION STRATEGIES: Data Center and Cloud

An integrated IT strategy to modernize your data centers while extending to the cloud is the foundation for digital transformation. Join us for sessions that will help you build your next-generation strategies for hyper-converged infrastructure, cloud-native applications, hybrid cloud, and edge services.

Session Highlights

Session LDT2647BU

Top 7 Considerations IT Leaders Miss in their Cloud Strategy - 2018 Edition

Speakers:

Louise Ng (Sr. Manager, Advisory Services, VMware), Kai Holthaus (Sr. Transformation Architect, VMware), Jose Alamo (Business Consulting Architect, VMware), Bob Stampfle (Sr. Transformation Architect, VMware), Renee Humphrey (Transformation Architect, VMware)

A successful journey to the Cloud or multiple Clouds involves more than just installing software or swiping a credit card.

Brought back this year by popular demand, join a panel of Senior Consultants from the VMware Advisory Transformation Services practice to engage in an interactive panel to discuss their SDDC & Cloud experiences from the field. The panel will be structured in a discussion around the top 7 most commonly observed leadership omissions from the field and will highlight the risk(s) of not addressing these omissions in their overall strategy.

[+ MORE INFO](#)

Session LDT1873BU

A Peek into the Future of VMware IT's Multi-Cloud Strategy

Speaker:

Velchamy Sankarlingam (VP, Cloud Services Development & Operations, VMware)

[+ MORE INFO](#)

Session LDT1899BU

Embracing a DevOps Cloud Operational Model for Private Cloud

Speakers:

Shane Van Bentum (Director, Cloud Operations, VMware), Brian Smith (Senior Director, Cloud & Productivity Engineering, VMware)

[+ MORE INFO](#)

Session CTO2161BU

Smart Placement of Workloads in Tomorrow's Distributed Cloud

Speaker:

Daniel Beveridge (Sr. Architect, Office of the CTO, VMware)

[+ MORE INFO](#)



Showcase Keynote Session



Session DC3732KU

Driving Transformation from the Data Center to the Public Cloud

Speaker:

Raghu Raghuram (COO, Products and Cloud Services, VMware)

The impact of cloud is undeniable, delivering benefits to both business and IT. Cloud is transforming the way applications are built, run, managed and delivered while ushering in new levels of agility for IT. Applications have never been more demanding. And as needs for scale, data and analytics, IoT, edge services and machine learning become increasingly mainstream, cloud will be the prevailing solution.

Join Raghu Raghuram, COO, Products and Cloud Services along with leadership from VMware Cloud and Cloud Partners to learn how VMware is delivering the industry's most comprehensive cloud solution, further modernizing the datacenter and establishing consistent infrastructure and consistent operations from the data center to the cloud. Whether you are looking to build a more powerful private cloud, extend to cloud environments like VMware Cloud on AWS, IBM Cloud or more than 4,000 VMware Cloud Provider Partners or deliver next generation applications, VMware Cloud gives you the best cloud environment to support your IT and business strategies.

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DIGITAL TRANSFORMATION STRATEGIES: Networking & Security

Join us for an exploration of VMware’s vision for the future of network and security virtualization. Discuss strategies virtual and cloud networking that maximize visibility and context of the interaction between users and applications, align security controls and policies to the applications they are protecting, and enable the insertion of third-party security services for additional intelligent protection.

Session Highlights

Session LDT1719BU

Taming Security with Tools: Making Compliance a Reality

Speakers:

Brad Doctor (Sr. Director, Information Security, VMware), Craig Savage (Operations Architect, VMware)

Digital Transformation, a term that normally indicates a large amount of organisational effort and normally requiring a fundamental shift in the way IT operates. These projects also inevitably mean increased workload for teams that are already stretched, in this case the InfoSec team, and a significant uptick in the skills and capabilities required within those teams.

Join two industry experts as they go through how they have seen this play out in large corporations, how they have seen it solved and some key strategies for you to take away to either help you, as an InfoSec professional, or to help your InfoSec team engage better with the tool chain discussion and how to create a strategy that alleviates their compliance burden from the start.

[+ MORE INFO](#)

Session NET3681PU

Lessons learned from successful NSX Deployments

Speakers:

Azhar Soomro (Consulting Architect, VMware), Michael Duffee (Sr. Consultant, Virtualization Security, VMware), Steven Tumolo (Architect, Networking & Security, VMware)

[+ MORE INFO](#)

Session CTO2325BU

Network Slicing: Virtual Network and Service Orchestration for 5G and IoT

Speakers:

Constantine Polychronopoulos (VP and CTO, Telco and NFV, VMware), Marc-Andre Bordeleau, VMware (Staff Engineer 2, Network Systems Development, VMware)

[+ MORE INFO](#)



Showcase Keynote Session

Session NS3729KU

Connect and Protect your Business with the Network of the Future

Speaker:

Tom Gilles (SVP/GM of Networking & Security Business Unit, VMware)

Come to this session to hear Tom Gilles, the new SVP/GM of NSBU, share the latest roadmap on innovations for the Virtual Cloud Network, VMware’s vision for networking in the digital age. Business today is moving at hyper speed. Applications, services and data are becoming more distributed and today’s infrastructure is made up of a complex mix of data centers, clouds, branches, and edges. IT teams need to rethink how they connect and protect their business in this new multi-cloud era, and they need every advantage they can get to stay ahead (or keep up).

In this Showcase Keynote, you will hear from customers, partners, and experts on the latest innovations, and see key demonstrates of technology that are transforming networking and security. You will learn how forward-thinking organizations are embracing the vision of a Virtual Cloud Network as a blueprint to a simplified, agile network that provides consistent connectivity, branch optimization, and security across their entire infrastructure – data center to cloud to edge. This session is highly recommended for those attending Virtual Cloud Network, VMware NSX, VMware SD-WAN by VeloCloud, and VMware AppDefense sessions throughout the week.

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DIGITAL TRANSFORMATION STRATEGIES: Digital Workspace

In the digital era, improving employee experience is all about lowering complexity while increasing security. Join us for sessions that explore how you can securely enable personal productivity across mobile and PC endpoints with cloud-based modern management and deliver all apps – including your critical Win 32 apps and web, mobile, and SaaS apps such as Office 365 – through one consistent experience.

Session Highlights

Session LDT3196BU

Top 5 Operational Changes Organizations Overlook When Implementing EUC

Speakers:

Jason Conyard (VP, End User Computing, VMware), Chris Janoch (EUC Practice Lead, Advisory Transformation Services, VMware)

The explosion of technology advances and the race to maintain market share is forcing C-level executives to address the need for employees to stay connected and access applications and services anytime, anywhere. Because there have been so many technological advances, organizations tend to turn immediately to implementation of technology. While the right technology is important, the true value and return on investment is not realized until the new capability has been operationalized.

This session will provide insight into the top five key operational challenges organizations must address to manage, secure, and profit from the introduction of End User Computing.

[+ MORE INFO](#)

Session LDT2188PU

Digital Workspace Transformation Best Practices from the Field

Speakers:

Matthew Stepanski, (VP, Worldwide Professional Services, VMware), Mitesh Pancholy (Principal Architect, VMware), TJ Vatsa (Principal Architect, VMware), Mason Uyeda (Sr. Director, Customer Success, VMware), Sean Maxwell (Client Solutions Executive, VMware)

[+ MORE INFO](#)

Session ACC2753BU

Building Your Unique Path to the Digital Workspace

Speakers:

Brian Gammage (Chief Market Technologist, VMware), Mark Margevicius (Director of EUC Strategy and Chief Customer Advocate, VMware)

[+ MORE INFO](#)

Session WIN3535BU

Is VDI Dead?

Speaker:

Brian Madden (Lead Field Technologist, VMware)

[+ MORE INFO](#)



Showcase Keynote Session



Session DW3727KU

The Digital Workspace Keynote: End User Computing and Mobility Live!

There has never been a better time to be working in the field of End User Computing. Companies and organizations are putting new investment into mobile technologies and digital tools to increase employee engagement scores, drive productivity, transform business processes and delight their customers. Consistently, organizations cite the need to offer exceptional employee experiences in a competitive labor market. However, with constantly evolving security threats and a dissolving network perimeter, only a comprehensive digital workspace platform can give IT the freedom to act as an agent of change and drive a culture of empowerment.

This Showcase Keynote will feature the leaders, ecosystem partners and customers of VMware's End User Computing business that includes Workspace ONE, powered by AirWatch and Horizon. We'll bring you the latest news, demonstrations, insights, and information you can use to be an agent of change and elevate your career.

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DIGITAL TRANSFORMATION STRATEGIES: People, Process and Culture Transformation

Realizing the full potential of technology innovation requires that your organizational model, operational processes and overall culture evolve just as fast as your tools. Join these sessions for guidance on how to shift from a “keep the lights on” infrastructure provider to a business savvy solution provider to the reinvented business.



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Session Highlights

Session DEV2500BU

DevOps & Pragmatic Process Change: Top 5 Processes to Accelerate DevOps

Speakers:

Josh Miller (Advisory Strategist, VMware), Kai Holthaus (Transformation Senior Consultant, VMware)

Just like cloud technologies in previous years, the DevOps operating model and supporting continuous integration/continuous delivery toolsets are now experiencing widespread adoption throughout technology organizations in the public and private sectors. The implementation of this digital factory approach to managing IT is disrupting the roles and responsibilities of IT resources as well as the traditional service design, delivery, and operation processes.

This session will provide prescriptive advice to enable you to jump-start the process change required to fast-track the adoption of DevOps. We will identify the highest priority processes to transform and apply techniques to compare and contrast the key differences between legacy operating models, processes, and team structures with the strategic operating model required for DevOps.

[+ MORE INFO](#)

Session LDT1895BU

Culture Shift: The Heavy Lifting Behind Digital Transformation

Speakers:

Joseph Griffiths (Sr. Manager, Solution Architecture, VMware), Craig Griffiths (Solution Architecture, VMware)

[+ MORE INFO](#)

Session LDT1515PU

Transformers: How VMware IT Transitioned to a Services-Based Organization

Speakers:

Velchamy Sankarlingam (VP, Cloud Services Development & Operations, VMware), Chris Mutchler (Cloud Service Architect, VMware), Tom Ralph (Sr. Cloud Service Architect, VMware), Sandhya Sridharan (VP, Engineering Services & Operations)

[+ MORE INFO](#)

Session LDT2131BU

Getting IT Ready to Successfully Enable the Digital Transformation

Speaker:

Kevin Lees (Chief Technologist, Operations Transformation, VMware)

[+ MORE INFO](#)

Session LDT1787BU

Aspiring for Operational Excellence by Shortening Value Chains

Speaker:

Harvit Arora (Business Solution Strategist, VMware)

[+ MORE INFO](#)

Next Gen Trends

Join us to explore disruptive technology trends that are shaping the future. These forward-looking technology sessions will include presentations and interactive panels to help you plan and evolve your IT strategies over the next 3 to 5 years.



Session Highlights

Session CTO3496PU

VMware CTO Panel: What's over the Horizon?

Speakers:

Ray O'Farrell (EVP and CTO, VMware), Chris Wolf (VP and CTO, Global Field and Industry, VMware), Christos Karamanolis (Fellow, Solution Architecture Advanced Development, VMware), Pere Monclus (CTO, Networking and Security, VMware), Shawn Bass (VP and CTO, EUC)

VMware CTOs spend significant time assessing emerging technology trends, taking a practical look at their potential impact and opportunities for VMware. This session explores emerging areas, inclusive of edge, IoT, AI/ML, SD-WAN and network service mesh, distributed data management, and more. Ample time is also provided for attendees to have their most pressing questions answered.

[+ MORE INFO](#)

Session LDT1883BU

How Machine Learning and AI are Transforming VMware's IT Operations

Speaker:

Velchamy Sankarlingam (VP, Cloud Services Development & Operations, VMware), Manoj Warriar (Senior Director, IT, VMware)

[+ MORE INFO](#)

Session CTO3584BU

An Introduction to VMware's Blockchain

Speaker:

Mike DiPetrillo (Sr. Director, Blockchain, VMware)

[+ MORE INFO](#)

Session CTO1917BU

Emerging Technologies in the Real World

Speaker:

Amanda Blevins (Director and Chief Technologist, Office of the CTO, VMware)

[+ MORE INFO](#)

Session IOT2593BU

Project Fractal: Edge Computing for the Real World

Speakers:

Kit Colbert (VP & CTO, Cloud Platform BU, VMware), Dennis Lu (Product Management, VMware)

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Industry Insights

Industry Workshops: Sunday, August 26th 1:00PM - 4:00PM

These 3-hour Workshops include innovation, strategy & customer panel discussions on how technology is transforming the industry. Hear strategies from industry leaders and peers on how to embrace change and stay competitive.

- Government ([IND3717U](#))
- Healthcare ([IND3716U](#))
- Higher Education ([IND3721U](#))
- Financial Services ([IND3722U](#))

Session Highlights

Session LDT2787PU

Rethinking Financial Services: Adapting to a Digital Economy

Speakers:

Mike DiPetrillo (Sr. Director, Blockchain, VMware), Manasee Dash (Global Lead, Financial Services Industry Marketing, VMware)

Customer centricity, competitive forces, profitability, and emerging technologies: These forces are driving financial services investment in digital change, transformation, and innovation. In this panel discussion, our customers will discuss how they're leveraging technology to deliver financial services at the speed of life by:

- Adopting a modern infrastructure that's easily extensible to the public cloud with a consistent cross-cloud architecture and operating model across private and public clouds
- Maximizing security across modern IT environments, securing every interaction between users, applications, and data
- Embracing the opportunities presented by enterprise mobility, fostering employee collaboration and productivity
- Leveraging the transformative power of blockchain, bringing trust and efficiency to financial transactions

[+ MORE INFO](#)

Session LDT3674PU

Transforming the Business of Healthcare: From Maintaining to Innovating

Speaker:

James Millington (Director, Healthcare Industry Marketing)

[+ MORE INFO](#)

Session LDT1231PU

People Like You: Strategies and Solutions for Government IT Transformation

Speakers:

Douglas Bourgeois (Deloitte Consulting), Samantha Reid (Global Public Sector Marketing, VMware)

[+ MORE INFO](#)

Industry Showcase



Industry Showcase in the Solution Exchange

Visit VMware's Industry Solutions interactive demo area inside the VMware booth. Industry experts will discuss the business outcomes critical to your success. Learn key use cases and technology that are transforming the way business is done.

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Technology-driven innovation is disrupting every market and industry. And it's being created by people like you. You unlock value from today's technologies while anticipating a rapidly approaching technological future. That's why we created an event with you and your peers in mind. At VMworld 2018, VMware's premier digital infrastructure event, you can find what you need to launch the digital transformation that relies on you.

No matter what path you're on, you'll discover the technology, learn the trends, and meet the people that are shaping the future of digital business and taking IT to the next level. Welcome to VMworld 2018, where it all begins with you.

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Hear Expert Perspectives

Learn from top VMware and industry experts about what matters most today in IT and what's coming next.



Connect and Collaborate

Join your peers in in-depth roundtables, engage with industry experts in focused workshops and expand your network.



Have Serious Fun

Relax and let loose in our recreation events, sponsored get-togethers, and VMworld Fest—our can't-miss party.